

BEFORE THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: RONALD JOHN ROSENBERGER
Application No.: 10/613,392 Art. Unit: 3622
Filing Date: July 3, 2003 Examiner: Myhre, James W.

**Title: CARDS AND RELATED SERVICES PROVIDED BY CREDIT CARD ENTITIES
THAT USE NON-METALLIC SYMBOLIC COLORS TO TARGET SPECIFIC
DEMOGRAPHIC GROUPS**

I hereby certify that this correspondence is being filed electronically with the USPTO
Via EFS online on
August 12, 2008

(Date of Deposit)

Guy Kevin Townsend

(Name of applicant, assignee, or Registered Representative)

/Guy Kevin Townsend/

(Signature)

August 12, 2008

(Date of Signature)

Commissioner for Patents
Mail Stop Amendment
P.O. Box. 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT AND RESPONSE UNDER RCE

Dear Sir:

In response to the final Office Action dated March 14, 2008, for which a two month extension of time fee and petition filed herewith, Applicant files herewith an RCE form SB/30 under 37 CFR 114 accompanied by fee under 37 CFR 17(e) for application no. 10/613,392, filed July 3, 2003, including the following preliminary amendment and response.

In the Claims:

Amendments to the claims are presented beginning on page 3.

Remarks:

The Remarks begin on Page 10.